

ARIZONA HISTORICAL ADVISORY COMMISSION

September 16, 2008

MINUTES

The Arizona Historical Advisory Commission (AHAC) met at **10:30 a.m. on September 16th, 2008** at 1700 West Washington Street, in the Director's Conference Room, Phoenix, AZ 85007. *(Full transcript is available on request).*

CALL TO ORDER

Mr. Allvin called the meeting to order at 10:30am.

INTRODUCTIONS/ANNOUNCEMENTS

Members and guests introduced themselves.

Members Present

Jim Garrison
State Historic Preservation Officer
Arizona State Parks

GladysAnn Wells, Director
Arizona State Library,
Archives & Public Records

Paul Allvin
Associate Vice President of
Communications
University of Arizona

Pam Stevenson on behalf of
Attorney General Terry Goddard

Juliana Yoder, Citizen
Public Member

Dora Vasquez, Director
Boards and Commissions
Office of the Governor

Scott Cancelosi on behalf of
The Honorable Jan Brewer
Secretary of State

The Honorable Steve Tully
Gordon & Rees, LLP

Robert Booker, Executive Director
Arizona Commission on the Arts

Karen Churchard on behalf of
Margie Emmerman
Office of Tourism Director

Carol Warren on behalf of
Tom Horne
Arizona Department of Education

Don Ryden
Ryden Architects

Anne Woosley, Executive Director
Arizona Historical Society

Catherine May
Sr. Historical Analyst/Archivist
Salt River Project

Beth Grindell
Arizona State Museum

Members Absent

Noel J. Stowe
Professor of History
Arizona State University

The Honorable Ken Bennett

Ann Dutton Ewbank, President
Arizona Library Association

Jean Calhoun, Director
Land & Water Conservation
The Nature Conservancy

Cari Gerchick on behalf of
Chief Justice Ruth V. McGregor

Jay Ziemann, Asst. Director
Arizona State Parks

Steve Rizley
Vice President & Region Manager
Arizona Cox Communications

Guests

Bob Shogren
Governor's Commission on Service and
Volunteerism

Dennis Bryan
Marketing and Traffic Manager
PerfSpot.com

Lorenzo Sierra
Regional Marketing Director

Betsy Green
Director of Market Development
Fox 11 KMSB/ My Tucosn TV KTTU

Melissa Lempke
Director, Community Relations
Governor's Office for Children, Youth
and Families

Suzanne Guery
KAET

John Driggs

APPROVAL OF MINUTES

Mr. Allvin asked if members had corrections to the meeting minutes of July 17th.

Ms. Yoder noted that several names were incomplete in the meeting; on page eight Mr. Affeldt and Ms. Foley's names were misspelled, and on page nine Mr. Menchaca's name was misspelled and Ms. Villegas' last name was not included.

**A MOTION WAS MADE BY KAREN CHURCHARD AND SECONDED BY CATHERINE
MAY TO APPROVE THE CORRECTED MINUTES OF THE JULY 17, 2008
MEETING. MOTION CARRIED.**

CHAIRMAN'S REVIEW

Paul Allvin discussed a prepared presentation with an overview of AHAC PowerPoint covering important parts of the Commission such as the mission statement and the Legacy Project Criteria. These particular criteria will remain the focus of and the Arizona Centennial Commission will work on marketing and fundraising aspects of the Centennial Celebration.

INFORMATION ITEMS

Presentation: Bob Shogren, Arizona Governor's Commission on Service and Volunteerism

Mr. Shogren introduced his team working on his project: Melissa Lempke from the Governor's Office for Children, Youth and Families, Lorenzo Sierra the Regional Marketing Director, Dennis Bryan of PerfSpot.com and Betsy Green of Fox 11 KMSB. Mr. Shogren explained that background information about the Commission of Service and Volunteerism was included in the informational packet distributed for AHAC member's reference.

Mr. Shogren continued with his proposal for the Commission. His agency had been working to increase the amount of volunteerism in the state of Arizona; in the past two years Arizona's level of volunteerism had been ranked 44th and 45th nationally. Mr. Shogren and his agency proposed to link volunteerism to the Centennial celebration in Arizona utilizing the vehicle of an interactive social media website. The website will serve as a means to track volunteer hours, with a goal of logging one hundred million volunteer hours by the Centennial in 2012. The website can function serving many different aspects of combining the Centennial and volunteerism. An example given was having opportunities for volunteering being posted, volunteers posting about different volunteer experiences and making connections with fellow volunteers. A Scottsdale based company called Perfspot has agreed to develop the website. Mr. Shogren thought this would be an opportunity for partnership as well as increasing exposure for the AHAC and AZCC.

Mr. Bryan discussed how social networking could be used to bring people together and that one goal of the website would be to create a network hub much like YouTube or MySpace. This will also allow the state of Arizona to definitively say whether or not the goal of one hundred million hours was attained because of the tracking capability in the website.

Mr. Sierra noted that many Commission members belonged to governmental agencies and that the website could be an opportunity for to find new volunteers for their respective programs.

Ms. Green told members that a series of meetings are being planned for around the state with stakeholders to discuss the idea of volunteerism and get input on how to implement plans for volunteerism on a local level. A media campaign will be implemented through different medias directing interested parties to the website.

Ms. Yoder asked Ms. Green if the marketing campaign for the website will be a donation along with the website itself.

Ms. Green answered that the media campaign will not be a donation from the same company; there will be sponsorships sought and working with media groups that have willing volunteers.

Shogren: The way that we've worked it in the past couple of years with pro bono media campaigns the public service announcement has been developed by one organization and then just through networks that public service announcement has been made available to other networks. So it's something that we have successfully done in the past. Something else I'd like to mention is that connected with this we intend to develop a tool kit that organizations can use at the local level that would provide print media, copy, and display ads and that kind of thing that can be adaptable for local use.

Mr. Allvin asked how the newspaper and television advertisements will be utilized in the project.

Mr. Shogren answered that all information on print and other media will direct interested people to the website. The website will be the primary source of information.

Mr. Bryan discussed the similarity between the proposed website and successful social networking sites. Users could create profiles and post photographs of volunteer experiences.

Mr. Allvin asked if projects would be displayed geographically.

Mr. Bryan said volunteer opportunities would be organized by project type, not geographical region. One reason for this is to have volunteers make personal connections with other interested in the similar projects.

Mr. Allvin noted that many of the legacy projects that could use volunteers are distributed across the state and asked if the smaller communities that have legacy projects can reasonably expect to have volunteers come if asked for. He continued asking if this project will be a well of volunteers or a well of opportunity.

Mr. Shogren responded that he anticipated the project beginning as a well of opportunity developing into a well of volunteers. He thought that as the project grows smaller communities would benefit from the website along with the large metropolitan areas.

Ms. Vasquez said that she is the subcommittee chair for the Countdown to the Centennial that engages fourth grade students about Arizona history. Another use for the website could be a place for fourth grade teachers to communicate and for teachers and students to develop a volunteer project. This could increase the feeling among students of working in a community.

Mr. Allvin thanked the guests for presenting their proposal to the Commission. He said there are opportunities for this website to become a valuable tool for AHAC and for the Centennial celebration. He said that there are still some organizational decisions to be made within AHAC and the Commission would contact Mr. Shogren and his team once those decisions had been clarified.

Mr. Shogren told the Commission that he would be working on preparations on the regional meetings that will take place later in the fall.

Ms. Wells told Mr. Shogren that he could have a copy of the AHAC presentation shown at the beginning of the meeting to use as a resource for the meetings.

Shogren: Absolutely, and I think one of your suggestions would be wonderful; it seems that we could develop a joint presentation that all of our Commissioners could go out in their communities and present.

Legislative Update

House Joint Resolution 2001- Barry Goldwater Statue Request for Proposals

Ms. Wells covered the progress made on properly filing paperwork with the Architect of the Capitol in Washington DC to replace the statue of Mr. Greenway with the statue of Mr. Goldwater in Statuary Hall. The Architect of the Capitol has requested confirmation from the Governor that the House Joint Resolution 2001 is consistent with her wishes as well. Once written confirmation is received from Governor Napolitano then the request will be sent to the Joint Committee of the Library of Congress that will meet with the Architect of the Capitol for discussion about the proposal.

Ms. Wells continued that until there has been permission to move forward, AHAC must not take any action on the proposal or the draft request for proposal. Representative Driggs had sent a letter to the Commission with some potential revisions to the request for proposals; a copy of the letter was passed around for members to read. Ms. Wells said that a letter will be sent to Representative Driggs explaining the conditions that must be met before action can be taken, but that once the Commission was allowed to proceed that his proposed revisions to the request for proposal would be taken into consideration.

NEW BUSINESS ACTION ITEMS

AHAC and AZCC Leadership Meeting

Mr. Allvin discussed the leadership meeting of AHAC and the Arizona Centennial Commission that was held on Friday September 12th. He noted that the meeting was very constructive in that members were able to clarify the responsibilities of the two Commissions. It was also an opportunity to determine that there were healthy lines of communication to prevent future misinformation. As a brief example, AHAC will continue working on Legacy Projects and the AZCC will focus on marketing and fundraising. Other aspects of the Centennial that AHAC will be responsible for are the creation and sale of gold, silver and copper Centennial medallions, along with work on educational components of the celebration. Mr. Allvin noted that while AHAC will focus on education, the Commission will not be doing curriculum development. AHAC has several duties that are mandated by statute, but there can be cooperation between the two Commissions as long as there is clear written documentation of how specific mandates could be carried out.

During the leadership meeting there was discussion about creating a web portal for the AZCC. Mr. Allvin noted that there be a user friendly website where citizens can easily access information. The web domain under consideration at the present time is arizona100.org that fits in with the 501-C3 status of the Commission. There is also discussion and a need for consensus of what the official Centennial logo will be.

Mr. Allvin discussed the desire from both Commissions to have clarity when discussing plans for the renovation of the Capitol. Renovations being considered by the AZCC are focused on the grounds of the Capitol Complex, not building interiors. There has been work done by Arizona State University to work on renovations that include sustainable elements, but there has not been consideration of knocking down the existing Capitol or constructing a new Capitol in a different location, “To be clear we’re not talking about gutting of a building, knocking down a building, or building a new building”.

Ms. Stevenson mentioned the interesting proposition of realigning Washington and Jefferson streets from 5th Avenue to 17th Avenue.

Ms. Vasquez asked if it would be possible to have a joint subcommittee to monitor Centennial related legislation for the upcoming legislative session.

Mr. Allvin supported the idea and asked whether the Commission has the capacity to do such tracking.

Ms. Wells answered that the Arizona State Library and Archives currently does monitor legislation, and that collaboration with the AZCC would be welcome.

Ms. Vasquez clarified that not only would the proposed subcommittee contribute to tracking legislation, but that members of the subcommittee would be the points of contact for Legislators when discussing matters of the Centennial.

Mr. Allvin said he hoped the conversation had helped clarify responsibilities for members and helped both Commissions have a better understanding of how they will jointly operate.

Ms. Wells recommended that members receive the revised strategic plan of the AZCC. She also suggested a small group meet and review the AZCC strategic plan and AHAC's original benchmark to make sure that there are no conflicts. She felt that the leadership made it clear that the purview of AHAC will continue to be history, heritage, preservation, arts and culture. As long as there is a good balance of work and open communication between the two Commissions, there should be no difficulty in the completion of tasks.

Mr. Booker expressed his support for the allocation of tasks between AHAC and the AZCC and noted that the adjusted scope of AHAC will allow the Commission to be more successful.

CCHA

Mr. Allvin asked Ms. May for an update from CCHA.

Ms. May spoke on the interest in the Centennial from the CCHA. Currently, Ms. May is the president of CCHA, but noted that as program chair for the previous five years there have been annual conferences concerning the Centennial. The next event the CCHA hosts is a breakfast workshop to be held in Prescott. Ms. May asked members if the Commission feels secure enough in its new focus to continue hosting the event. The CCHA is willing to organize the event, but the Committee wants to be sure that the event will be a valuable asset for Centennial celebration preparations.

Ms. Woosley asked if the breakfast could be scheduled for a later time than 7:00am on a Saturday. She thought that the early start time may actually deter people from participating.

Ms. May answered that the reason for the early start time was it had been assigned that timeframe by the History Convention.

Ms. Woosley offered to pursue pushing back the beginning of the event since she is a board member of the History Convention.

Ms. May said that having a later start time would be beneficial and that Ms. Woosley is welcome to work on having the breakfast event begin later in the day. She mentioned that a later start time for the breakfast would mean that attendees could drive to Prescott the day of rather than going up the day before, which could increase attendance.

Mr. Garrison said that there should be a presentation about the Centennial that can be used by AHAC and the AZCC, and that this presentation should be shown at every Centennial related event from now until 2012. The presentation could be in a power point format with a few one page handouts.

Mr. Allvin told Members that they have access to the AHAC power point presentation and handouts and that it would be nice to have a “single presentation in two acts” to cover all work being done for the Centennial by both AHAC and the AZCC. He said that it was important for the Commissions to appear jointly at events.

Ms. May said that she would work with the CCHA to put together some ideas and would create a presentation that could be brought back to AHAC for review.

Legacy Project Recommendations: Arizona Newspapers 1880-1912, Arizona Women’s Hall of Fame, Times Past: Reflections of Arizona History, Arizona Stories, 1912 Administration Building-Arizona State Hospital, Scottsdale Remembers: Recollections of Our past

Ms. Yoder requested approval of the applications for the Arizona Newspapers 1880-1912, Scottsdale Remembers: Recollections of Our Past, Times Past; Reflections of Arizona History, and Arizona Stories. She explained that the projects 1912 Administration Building, Arizona State Hospital and the Arizona Women’s Hall of Fame were strong and exciting, but that the Committee has requested more information from the project directors before a decision is made on their Legacy Project status. Ms. Yoder asked if members have any questions and then asked for approval of the Committee recommendations.

Mr. Allvin asked if the legacy project applicants come with funding.

Ms. Yoder answered that many of the projects do come with funding.

Mr. Allvin noted that the Arizona Newspapers 1880-1912 will have substantial funding.

Ms. Wells explained that the Arizona State Library and Archives is the first state library in the country to receive a \$1.5 million federal grant for a newspaper project.

A MOTION WAS MADE BY DORA VASQUEZ AND SECONDED BY GLADYSANN WELLS TO APPROVE THE LEGACY PROJECT APPLICATIONS ARIZONA NEWSPAPERS 1880-1912, SCOTTSDALE REMEMBERS; RECOLLECTIONS OF OUR PAST, TIMES PAST-REFLECTIONS OF ARIZONA HISTORY, AND ARIZONA STORIES.

MOTION CARRIED.

Mr. Garrison noted that he hoped the exhibits in the 1912 Administration Building, Arizona State Hospital constituted an educational component.

Ms. Yoder answered that from the view of the Programs Committee, the issue was that the educational component was not directly stated. She distributed an updated list of approved legacy projects with a budget, and noted that there is some difference between this list and the Library and Archives total of Legacy Project funding.

Ms. Wells explained that the difference between the two budgets was that the table prepared by Library and Archives incorporated projects that had been funded for several years so that there would be a picture of what the overall funding for Legacy Projects looks like.

Ms. Guery thanked the Commission for approving Arizona Stories as a Centennial Legacy Project.

Regional Subcommittee Report

Ms. May reported on the Regional Projects Subcommittee meeting. It was lead by Jean Calhoun and Ms. May, Mr. Ziemann, Mr. Driggs, Mr. Garrison, and Ms. Foley. They developed a draft of regional Legacy Project criteria that would give guidance to interested parties without stifling their ability to be creative and unique to a specific location. Regional projects were defined both with cultural and natural heritage aspects. She noted that Ms. Woosley had also made a contribution to the draft.

Ms. Woosley discussed her focus in this project. She was concerned about having two different documents for Legacy Project applicants, the standard Legacy Project and the regional Legacy Project. She gave the subcommittee the existing Legacy Project criteria. She noted that many of the approved Legacy Projects would fit into the regional project category.

Ms. May continued that the subcommittee took Ms. Woosley's work and incorporated it into the draft criteria for regional Legacy Projects. It was hoped that this distinction would actually make the policy procedure more robust because of increased opportunity.

Woosley: And to also really encourage and reinforce collaboration for the regional Legacy Project, and it was incredible amount of work that was done, covering the natural and cultural heritage demands that there are multiple partners and so that was really a guiding force on developing the regional criteria.

Ms. May said the committee members were excited about presenting the draft of regional criteria to the Commission. She thought that this work on regional projects had not been done before.

Ms. Yoder supported the additional regional criteria for Legacy Projects because of its energizing nature. She was pleased to see that the criteria were designed so that there was not a duplication of efforts between the standard and regional Legacy Projects. She asked how the Programs Committee could best work with the new policy and what would

be the best way to incorporate the addition into the standing policy so that applicants and the public do not get confused.

Ms. Churchard suggested the Commission establish a grant program. She mentioned that Minneapolis did a grant program for its Centennial with \$200,000 distributed in four grant cycles of \$50,000. Even a relatively small amount of money could be useful for Legacy Projects.

Mr. Allvin agreed grant funding would be beneficial; thus far there had not been a large amount of funds requested by Centennial projects and some spending would actually aid AHAC in bringing in new funds as assisted projects are able to operate.

Ms. Woosley said that if the Commission was interested in dispersing funds that grant guidelines would have to be implemented.

Yoder: May I refresh your memory and for the benefit of people who weren't around the table last year? When we thought there was a good chance that there would be legislative funds for Legacy Projects, the programs committee looked at options for dispersing money and it was the recommendation then that the programs committee rather than try to establish an AHAC grant program that we look to a state agency that already does granting and perhaps piggyback on their structures using AHAC funds. An organization like the Commission on the Arts, or State Parks, or the Humanities Council or other similar organizations already do this in daily operations. AHAC is not in the business of giving out grants and those who have been in the grants business know it's a big job. You have to have specific guidelines, you have to have accountability, and you have to have tracking. I don't know that AHAC is prepared to do that. However, when the Governor's Commission came along there was discussion about a foundation and I got very excited about that because I thought well Governor's Foundation might be able to dispersed Legacy Projects funds, and so I think those are items for consideration.

Ms. May agreed with Ms. Yoder on using the expertise of state agencies that fund grants regularly. She thought that they could contribute with help on specific projects as well as a grand scheme for grant funding. This collaboration would also support the collaboration between groups for the Centennial that is important to the Commission.

Mr. Booker told Members that he will be asking the board of the Arizona Commission on the Arts to dedicate \$45,000 annually for a Centennial program that relates to the arts. This would operate similarly to the work that the Library and Archives has done to receive funds for Centennial related projects.

A MOTION WAS MADE BY JAMES GARRISON AND SECONDED BY ANNE WOOSLEY TO ACCEPT THE REPORT OF THE REGIONAL SUBCOMMITTEE AND HAVE THE AHAC TAKE THE PROPOSED RECOMMENDATIONS UNDER ADVISEMENT.

MOTION CARRIED.

Yoder: The programs committee is meeting on the 14th of October. Ann Woosley and I are on the subcommittee along with ten additional members, and I would like to get their input on this. If it is alright with you we could take it up at that meeting, and maybe invite Jean or other members of the group that worked on this and see what kind of ideas we can bring back.

Mr. Allvin said that would be helpful. He also said that the definitional focus for the upcoming discussion was appropriate, but there were also ideas to consider in the future such as using funds from quarter sales to help fund Legacy Projects.

Mr. Garrison said another possibility for the Commission would be to use the funds from the quarter to host a workshop for approved Legacy Projects and interested applicants about grants.

Ms. May answered that the next workshop for CCHA would be focused on connecting people and projects with information on where to seek out and apply for grants.

Ms. Wells recommended that the quarter funds be held for another purpose due to the number of groups and agencies that already hold workshops about accessing grant opportunities.

Treasurer's Report

Ms. Wells discussed the Treasurer's Report with members. Quarters continue to sell at the University of Arizona bookstore and at the Capitol Museum.

Ms. Vasquez asked if it is possible to market the quarters as Christmas gift ideas.

Ms. Churchard answered that Arizona Highways is willing to sell the quarters through their store and that there are many visiting customers during the holiday season.

Ms. Wells discussed the possibility of purchasing coin holders that can hold multiple coins and sell two quarters, the Philadelphia Mint and the Denver Mint quarter side by side. Another option would be to sell the Philadelphia Mint Arizona quarters along with a Centennial medallion.

Ms. Vasquez offered to contact Farrell Quinlan and discuss the different options of selling the quarters with him.

Ms. Wells said that due to the success of the Quarter Launch the Commission is in the position to have continuous small increases in the Commission's accounts.

Ms. Churchard pointed out another option for selling the Arizona quarters would be to sell the quarters to vendors in the airport. She said that she had not discussed this option with anyone other than the Commission, but that it could be a good opportunity to have.

Mr. Allvin said having quarters sold in the airport was a good idea and should be considered by the Commission.

Ms. Wells explained to the Commission members that the Library and Archives Director of Finance was leaving for another position, and that due to the transition it would be necessary for interested vendors to buy the quarters wholesale rather than buying several orders of small quantities.

Mr. Allvin noted that if vendors would buy quarters upfront and wholesale they will have incentive to sell since they would not want to take a loss on an investment.

Ms. Vasquez asked Mr. Allvin if a letter could be sent to Arizona museums saying that quarters are available for sale that could be purchased through museum bookstores.

Ms. Wells said that at the current time she did not have the infrastructure to accomplish that task.

Mr. Allvin said that he would see if it would be possible to use the University infrastructure to communicate with state museums about the quarter. The University of Arizona had also done work deciding how and where to display the quarters in the bookstore which could be of use for museums.

Ms. Woosley said that the Historical Society could be an outlet for selling quarters, which may help reaching a different consumer base than those who visit museums and would not compete with the museum bookstores that already sell quarters.

Ms. May said that the CCHA mailing list could be used to send out information about the sale of quarters.

Mr. Allvin suggested establishing a subcommittee on marketing the quarters. Subcommittee meetings will aid in the speed of decision making for the Commission and will start being utilized in specified areas. He asked for any additional comments on the Treasurer's report.

Wells: I think it is rather self explanatory; we tracked the money by pretty much the source. The first page is a \$50,000 general fund state appropriation. The second page represents all of the collective quarter activity, and then the third page represents the first set of deposits that we have received. The account numbered 2115 is the operating fund, and the account numbered 2025 is the investment fund. That's the differentiation, so you can see only expenditures coming out the centennial investment fund were the things related to the quarter launch. This is funds coming in and going out of the account. You can track the little bit of money spent with a variety of things, pretty much item by item because we don't have that much fiscal activity overall. We are keeping very careful care of Goodyear's funding in a separate pocket so when they request it back for their Centennial project it will be safe. I have reassured them of that recently.

Ms. Churchard noted that it be important to show the contributions of different sponsors by name specifically in the Treasurer's Report.

Ms. Wells said she would make sure that adjustment would be made.

CALL TO THE PUBLIC

Ms. Guery supported the idea of using grant guidelines from agencies to decide how best to award grants to Legacy Projects, but suggested that if that is done to make sure that the organizational restrictions placed on state agencies do not impact the ability of AHAC to distribute grants to Legacy Project applicants. She gave the example of some agencies only granting funds to non profit 501-C3's and that some applicants would be excluded if the guidelines were not adjusted for the use of the Commission.

FUTURE MEETING DATE

Thursday, October 16th, 1:30pm

FUTURE MEETING AGENDA ITEMS/COMMISSION COMMENTS

ADJOURNMENT

Mr. Allvin adjourned the meeting at 2:50pm.

Meeting Handouts

Meeting Minutes July 17, 2008

*Recommendations to AHAC for Approval July 17, 2008
from Committee Meeting July 14, 2008.*

Arizona Centennial Approved Legacy Projects

Arizona Historical Advisory Commission Treasurer's Report

Arizona Historical Advisory Commission Updated Member Contact List

Legacy Project Summary Chart

LSTA Funding of Legacy Projects

Regional Centennial Projects Draft, September 4, 2008

*Arizona Governor's Commission on Service and Volunteerism Proposal to the
Arizona Historical Advisory Commission*

Prepared by Tanya Musgrave